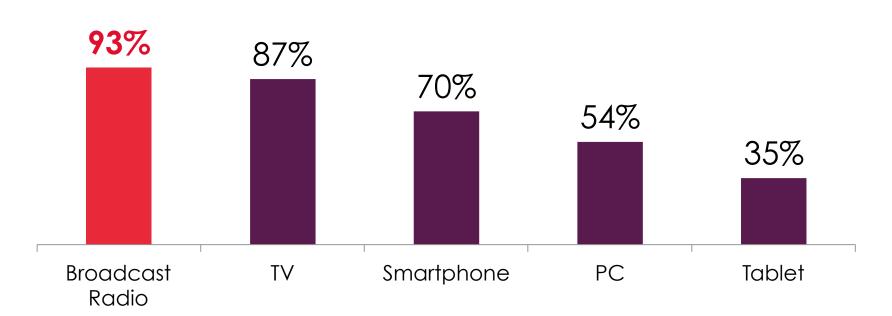
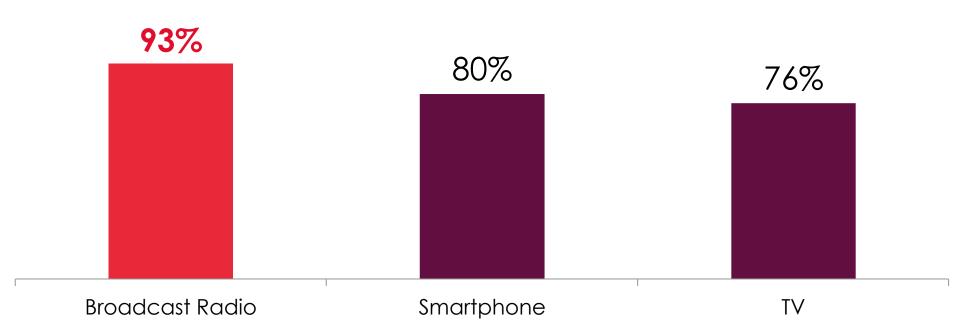
The Biggest Mass Medium May Surprise You

Weekly Reach A18+ (Percent Of Population)



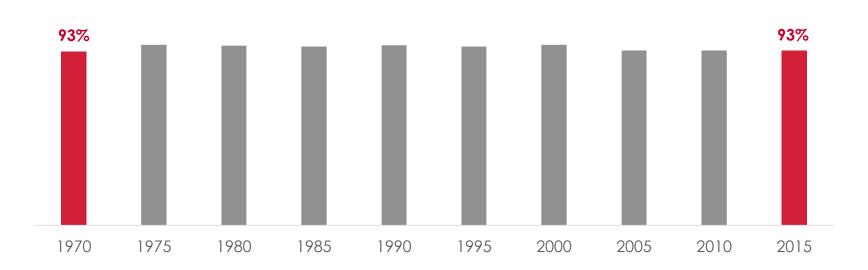
Broadcast Radio Now Dominates With Millennials

Weekly Reach Among Adults 18-34 (Percent Of Population)



And Has Been Rock Solid For Decades

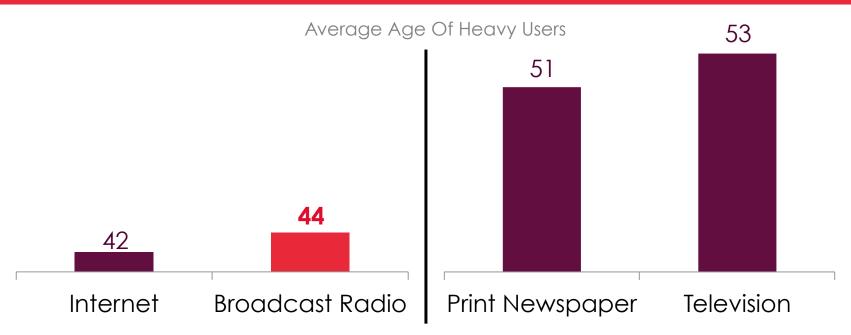
% of Population 12+ Using Broadcast Radio Weekly





Radio Is Digital

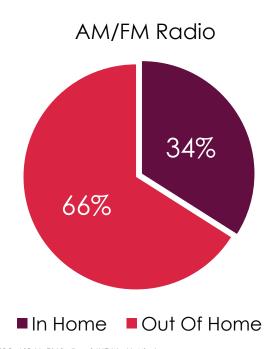
Heavy Radio Listeners Are Much Younger Than Heavy TV Viewers

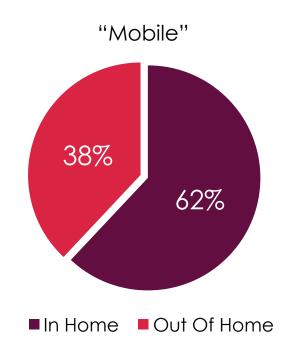




Radio Is The Most Mobile Of All Mobile

In Home Versus Out Of Home Media Consumption

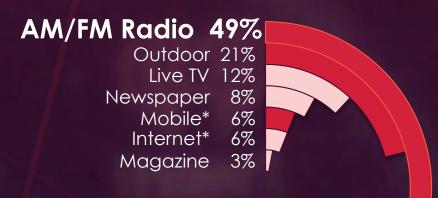






Radio Delivers The Promise Of Mobile

ACTIVITY HALF HOUR BEFORE ARRIVING AT STORE





It's People, Not Pipes

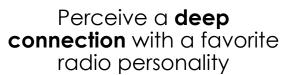


A "best friend" in the seat next to you



Real Relationships And Trust







I am likely to **share things they say or do** with friends



Considered or **purchased a product** recommended by their favorite personality



RADIO IS LIKE A PERSON, It's NOT A Utility

For Marketers In A Cluttered World, SOUND BREAKS THROUGH

Radio Is Huge Opportunity For Automotive

...3 In 4

Of Those In Market For Cars And Exposed To Radio Advertising Say Radio Significantly Influences
Automotive Purchase Decision



Radio Drives Consumers To LOCAL Auto Dealerships

One In Four Listeners Plan To Visit A Dealership

- Heard an local auto dealership commercial
- Consider shopping at a local auto dealership heard in a commercial
- Made a visit to an local auto dealership after hearing a commercial

